



HEALTHY PEOPLE. HEALTHY COMMUNITIES.

Alonzo L. Plough, Ph.D., MPH, *Director and Health Officer*

November 1, 2004

Dear Tobacco Prevention Coordinator:

The Tobacco Prevention Program at Public Health – Seattle & King County has distributed funds to local community-based organizations involved in the fight against tobacco in the form of mini-grants for the past five years.

While this granting process has been very successful, some changes have been made that will allow our program to put an emphasis on helping support project concepts that require some additional funding. These changes are being implemented with the intent to serve as a supplement to enhance an existing project or, with assistance from additional sources, make a project concept financially possible.

Also, instead of a biannual mini-grant process, applications for funding will now be accepted by the Program at any time. This change allows organizations to apply for assistance as opportunities emerge. Hence, the new name for these awards: **Opportunity Grants**.

Many changes have been made in recent months to the overall structure and direction of the Program. Much more emphasis is now being placed on strategic planning, evaluation, and ensuring that all activities tie back to the Program's mission, vision, goals, and objectives. This change is reflected in the Opportunity Grant program.

When scoring applications, the Program will give priority to **applications that demonstrate a clear relationship between the proposing organization's mission, the project, and the Tobacco Prevention Program's mission. Priority will also be given to applications that show a cash or in-kind match.**

The application and scoring criteria is available on the Tobacco Prevention Program website (<http://www.metrokc.gov/health/tobacco/>). For any questions or to request the application in hardcopy format, please contact Brett Ronneberg at (206) 296-7613 or brett.ronneberg@metrokc.gov.

Thank you for your attention, and we look forward to receiving your application.

Sincerely,

Roger Valdez, Manager
Tobacco Prevention Program

Tobacco Prevention Program

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